IN THE CLAIMS:

Please cancel claims 15-26 without prejudice.

A rewritten version of all of the pending claims is as follows:

1.   (AMENDED) A method in a server for serving an image from the server to a client, comprising the steps of:

   receiving a client request from the client, wherein the client request specifies a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristic including a number of bits per pixel;

   responsive to the client request, generating a version of an image for the image transfer that conforms to the set of specified bitmap characteristics; and

   serving the version of the image back to the client.

2.   The method as described in Claim 1 wherein the set of bitmap characteristics includes a bitmap compression format.

3.   (AMENDED) The method as described in Claim 1 wherein the step of generating the version of the image includes processing the image according to the specified bitmap compression format.

4.   The method as described in Claim 2 wherein the bitmap compression format is lossy.

5.   The method as described in Claim 2 wherein the bitmap compression format is non-lossy.

6.   (AMENDED) The method as described in Claim 1 wherein the set of bitmap characteristics is specified at the client by setting a graphic control.

7.   (AMENDED) The method as described in Claim 6 wherein the graphic control is a slider having first and second positions and a plurality of intermediate positions.

8.   The method as described in Claim 7 wherein the first position selects a subset of bitmap characteristics for a fastest download and lowest quality version of the image.

9.   The method as described in Claim 7 wherein the second position selects a subset of bitmap characteristics for a slowest download and highest quality version of the image.

10.   A method for serving an image from a server to a client, comprising the steps of:
storing an image at the server;
at the client, specifying a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;
at the server, responsive to a client request that includes data identifying a specified bitmap characteristic, generating a version of the image that conforms to the specified bitmap characteristic; and
serving the version of the image back to the client.

11.   The method as described in Claim 10 wherein the client is a computer having a browser for issuing the client request.

12.   The method as described in Claim 10 wherein the bitmap characteristics include a bitmap compression format.

13.   The method as described in Claim 10 wherein the bitmap characteristics include a number of dots per inch on a printer associated with the client.

14.   The method as described in Claim 10 wherein the image is stored at the server in a high resolution format.

27.   (NEW) The method as described in Claim 1, wherein the image transfer is for a web page.